

2014 KENTUCKY HERITAGE LAND CONSERVATION FUND BOARD PUBLIC SERVICE ANNOUNCEMENT VIDEO CONTEST



WHAT IS THE KENTUCKY HERITAGE LAND CONSERVATION FUND VIDEO CONTEST?

The Kentucky Heritage Land Conservation Fund (KHLCF) was enacted into law by the Kentucky General Assembly in 1993. Its purpose is to grant money to state agencies and local governments to purchase natural areas (i.e., undeveloped land) from willing sellers and to preserve those areas in their natural state forever. Part of KHLCF's funding comes from the sale of "Nature's Finest" license plates," for which someone pays an extra \$10.00 at the time he or she registers a vehicle. We are looking for creative new ways to generate excitement about the KHLCF and to encourage more Kentucky drivers to purchase these special plates so that we can continue to protect more of our precious land. One of the best ways to reach the largest audience is through a public service announcement, and your video submission could end up being the one that is aired on supporting Kentucky channels and YouTube representing all of Kentucky!

WHAT WE ARE LOOKING FOR

Starting August 15, 2013 the KHLCF will be looking for creative and original videos that are either 60 or 180 seconds in length and that describe the KHLCF and its importance to Kentucky. All submissions must address the following three questions:

- What does the KHLCF program do?
- Why is this program important to Kentucky?
- Why are sales of the "Nature's Finest" license plate essential to the KHLCF program?

Videos can be funny or serious, as long as they focus on the above questions. Knock our socks off! Show us something in a way we would have never considered it before. Make sure your video ends by displaying the KHLCF logo for at least three seconds. All information about the KHLCF and the contest logo can be found at <http://heritageland.ky.gov>.

Entries will be placed in one of two categories: (a) a "solo artist submission" (one person, one body of work by the entrant only) or (b) a "group effort submission" (production by a group of students)

HOW TO ENTER

- The contest will officially start August 15, 2013. All entries must be submitted before noon (Eastern Standard Time) on June 16, 2014. A copy of the completed entry form (as submitted online at <http://heritageland.ky.gov>) must be enclosed with your submission.
- An Artist's statement of originality--this is an original statement in 200 words or less describing what inspired your creation. You may cut and paste this into the entry form on the entry registration site at <http://heritageland.ky.gov>.
- Faculty statement endorsing student entry and certifying that it is original. This signed statement must be scanned and saved as a .pdf file prior to entering the contest.
- Release form with complete contact information.

- Art must meet size and time limitations.
- Using copyrighted music in the video without prior written permission is prohibited. Original music compositions and video productions will be accepted and considered, if accompanied by a release form.
- All submissions must be in good taste and may not contain nudity or offensive or suggestive material.
- All entries must be submitted in English.
- Videos from digital cameras, camcorders, and phones are all acceptable.

RULES AND ELIGIBILITY REQUIREMENTS

All submissions will be treated as free of restrictions and limitations on their use, reproduction, and publication, and will become the sole property of the Kentucky Heritage Land Conservation Fund Board. This applies to all submissions, even those not meeting the criteria set forth below.

Eligibility

- Students who are enrolled full-time and part-time high school, college, community college, university, trade school, or professional school are eligible to enter.
- Class or student lead team entries are accepted. Teams may be from different schools or different classrooms within a school. Team entries require a student release form signed by each team member.

JUDGING AND PRIZES

Evaluation criteria

The entries will be judged on creativity, innovation, and effectiveness in communicating KHLCF's message to the public.

The selected work (s) will be chosen for exhibit on our website, <http://heritageland.ky.gov>, and other state and local government websites, Facebook and YouTube, and will be used as Public Service Announcements on local television and public access channels.

First place winners will be awarded a cash prize of five hundred dollars (\$500.00), second place winners will receive two hundred and fifty dollars (\$250.00), and third place winners and runner-up will each receive honorable mention along with a signed Certificate of Achievement.

Now get out there and tell Kentucky why "Nature's Finest" is worth saving!

